



STRATEGIC PLAN 2024



FOREWORD

Rowing SA is excited to launch its 2024-2027 Strategic Plan

This four-year plan focusses on sustaining the strengths of our community as well as embracing new opportunities. It aims to ensure that our sport is well equipped to not only be future-focused but future shaping.

It was important that we deliver a plan that is meaningful and relevant. It was also vital that this plan was grounded out of the plethora of data and feedback from our community, collated during the 6- month process in the creation of this Plan.

We are appreciative of the constructive feedback received during the consultation phase which will shape the future focus of our sport. Our current and future members are our priority to ensure that our sport and its offerings exceed their expectations. Rowing SA will lead the delivery of our strategies as a community by instilling our newly created set of values into everything we do.

The strategic review process led by the Rowing SA Board with external support from Keystone Sporting Solutions, highlighted the need for increased engagement and communication by Rowing SA with the rowing community and the need to inform its members of the successful initiatives that are already being undertaken across the community. It also identified where Rowing SA needs to improve its key offerings and dedicate its resources.

We encourage our Rowing SA community to engage with this 4-year plan so we can collectively establish a safe, inclusive and sustainable rowing community in South Australia. We encourage everyone to be open and accessible to new ideas, willing to investigate new thinking and be on the front foot when it comes to providing a quality experience that gives our community an advantage.

Our work with this new Plan is well underway and we are very excited about our future as a leading rowing State in Australia.





VISION

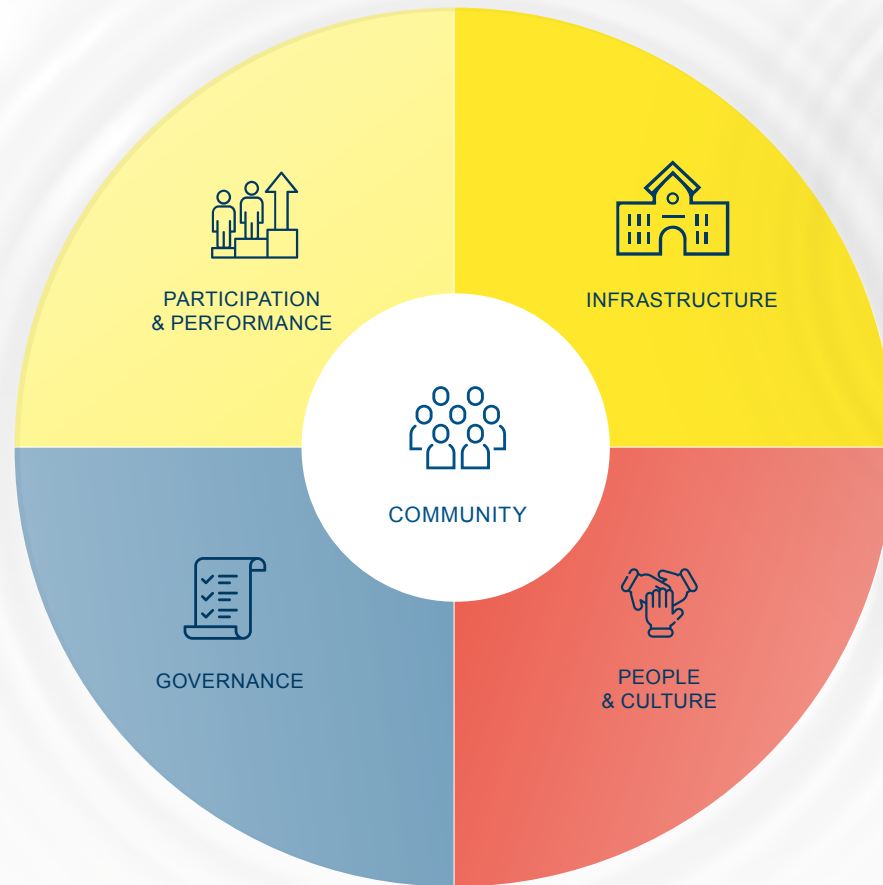
CONNECT - DRIVE - THRIVE

VALUES

- RESPECT** Value all contributions and treat each other with kindness.
- INTEGRITY** Be accountable, fair, honest, ethical and inspire community confidence.
- DIVERSITY** Celebrate the diversity of our people and programs and value inclusion for all.
- EXCELLENCE** Support achievement at all levels.



STRATEGIC PLAN PILLARS



STRATEGIC PILLARS

PARTICIPATION & PERFORMANCE



Increase participation and revenue streams by offering enjoyable, high-quality, and sustainable programs that enhance retention and support participants in reaching their desired skill levels.



INFRASTRUCTURE



Improve and maintain facilities and infrastructure to ensure accessibility and sustainability for the future.



PEOPLE & CULTURE



Communicate and collaborate with key stakeholders to develop our clubs and people to foster a positive and thriving club culture.



GOVERNANCE



Implement good governance principles to ensure compliance and sustainable best practice.





PARTICIPATION & PERFORMANCE

Increase participation and revenue streams by offering enjoyable, high-quality, and sustainable programs that enhance retention and support participants in reaching their desired skill levels.

AREA	PROGRAMS	PATHWAYS	PERFORMANCE	COMMUNICATION
<p>STRATEGY</p>	<ul style="list-style-type: none"> • Create, manage and support programs that are safe, organised and cater for different ability levels and interests 	<ul style="list-style-type: none"> • Foster pathways for members to progress to high-performance levels and improve connections from schools to clubs. 	<ul style="list-style-type: none"> • Support rowers, coaches, and officials to achieve success in high performance programs. 	<ul style="list-style-type: none"> • Actively connect with both internal and external stakeholders through relevant content, platforms, and timely updates.





INFRASTRUCTURE

Improve and maintain facilities and infrastructure to ensure accessibility and sustainability for the future.

AREA	WEST LAKES FACILITY	SATELLITE VENUES	EQUIPMENT	TECHNOLOGY
STRATEGY	<ul style="list-style-type: none"> Secure funding to improve the West Lakes facility. 	<ul style="list-style-type: none"> Work in collaboration with key stakeholders to ensure satellite facilities are fit for purpose. 	<ul style="list-style-type: none"> Identify, purchase, and maintain equipment. 	<ul style="list-style-type: none"> Leverage technology to support the operations of Rowing SA.





PEOPLE & CULTURE

Communicate and collaborate with key stakeholders to develop our clubs and people to foster a positive and thriving club culture.

AREA	CLUBS	ROWERS	WORKFORCE	STAKEHOLDERS
STRATEGY	<ul style="list-style-type: none"> Support clubs to grow and develop. 	<ul style="list-style-type: none"> Support the development of our rowers to embrace rowing as a lifelong pursuit. 	<ul style="list-style-type: none"> Invest in the recruitment, training, retention, and recognition of workforce. 	<ul style="list-style-type: none"> Develop and maintain strategic partnerships to increase revenue opportunities, enhance programs and drive growth.





GOVERNANCE

Implement good governance principles to ensure compliance and sustainable best practice.

AREAS	CLUBS	ROWERS	WORKFORCE	STAKEHOLDERS
<p>STRATEGY</p>	<ul style="list-style-type: none"> Identify and optimise revenue sources to ensure financial sustainability and affordability. 	<ul style="list-style-type: none"> Implement ASC's Good Governance Principles. 	<ul style="list-style-type: none"> Enhance Board effectiveness through best practice. 	<ul style="list-style-type: none"> To support clubs in understanding and meeting compliance requirements and best practice governance.





STRONGER TOGETHER